

Weeks	Topics to be covered	Chapters
1	<b>Consumer behavior: its origin and strategic Applications</b> <ul style="list-style-type: none"> <li>• Development of the marketing concept.</li> <li>• Customer value satisfaction and retention</li> </ul>	1
2	<b>The Consumer research Process</b> <ul style="list-style-type: none"> <li>• Overview of consumer research</li> <li>• Developing research objectives</li> <li>• Collecting secondary data</li> </ul>	2
3	<ul style="list-style-type: none"> <li>• Designing primary data</li> <li>• Data analysis and reporting research findings</li> </ul>	2
4	<b>Market Segmentation And Strategic Targeting</b> <ul style="list-style-type: none"> <li>• What is market segmentation?</li> <li>• Criteria for effective targeting of market segments.</li> <li>• Bases for segmentation</li> <li>• Implementing segmentation strategies</li> </ul>	3
5	<b>Consumer Motivation</b> <ul style="list-style-type: none"> <li>• Motivation as a psychological force.</li> <li>• The dynamic of motivation..</li> <li>• Types and systems of needs.</li> </ul>	4
6	<b>Personality And Consumer Behavior</b> <ul style="list-style-type: none"> <li>• What is personality?</li> <li>• Theories of personality.</li> <li>• Brand personality.</li> </ul>	5
7	<ul style="list-style-type: none"> <li>• Self and self image</li> <li>• Virtual personality and self</li> </ul>	6
8	<b>Consumer Perception</b> <ul style="list-style-type: none"> <li>• Elements of perception</li> <li>• Dynamics of perception.</li> </ul>	6
9	<ul style="list-style-type: none"> <li>• Consumer imagery. <ul style="list-style-type: none"> <li>• Product Positioning</li> <li>• Digital Marketing and Product Positioning</li> <li>• Packaging as a positioning elements</li> </ul> </li> </ul>	9
10	<ul style="list-style-type: none"> <li>• Effectiveness of brand positioning</li> <li>• Perceptual mapping</li> <li>• Positioning of service</li> </ul>	9
11	<b>Communication and Consumer Behavior.</b> <ul style="list-style-type: none"> <li>• The source as the message Initiator.</li> <li>• The Receiver as the Target Audience.</li> </ul>	10
12	<ul style="list-style-type: none"> <li>• The Media as the Channels for transmitting Messages.</li> </ul>	10

# Icm Exam Consumer Behaviour Course Outline

**Christian G. Meyer**



## **Icm Exam Consumer Behaviour Course Outline:**

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